



January 27, 1995

J.T. JONES
Chain Accounts Manager

400 Raritan Center Parkway
Raritan Center
Edison, NJ 08837
908-225-4774
Fax 908-417-9076

TO: 1126	1522	2228	2332
1136	1523	2234	2333
1226	1530	2235	2335
1229	1622	2236	2342
1230	1623	2237	2438
1324	1624	2240	2430
1326	1626	2326	2925
1327	1738	2328	2926
1334	2226	2330	

RE: Hess Oil 0353-01-00 & Hess Marts 0353-03-00

Dear Managers:

Hess Oil will participate in a DORAL Buy-Down during the month of February (consumers will save \$1.00 off a 3 pack purchase).

As information, Hess has developed a DORAL static cling window decal and display riser card that will be used in conjunction with this promotion (copy attached). These point-of-sale pieces will be sent to all Hess Stations and placed by Hess personnel.

Your continued assistance with this chain is appreciated.

Sincerely,


J. T. Jones

JTJ/ams

Attachment

M-2

DM	1228	1232
1234		
1236		
1238		
1240		
1242		
PTC	SAM	
ROM	PA	SC
RM	PC	MC
1240	1242	SAM

51853 3325

"We work for smokers."



51853 3326